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# Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 720-4330

Letter No. 2547

Feb. 28, 1992

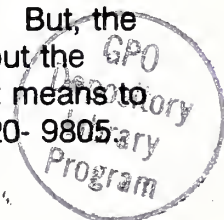
**WHEAT ACREAGE UP** -- Expect sharply higher spring wheat acreage this year, USDA economists say. Spring wheat growers will see much stronger prices at planting time than when the winter crop was seeded last fall. Winter wheat seedings were down 1.6 percent last fall, even though the required ARP cutback in base acreage had been reduced from 15 percent to 5 percent. **Contact: Ed Allen** (202) 219-0840.

**RURAL DEVELOPMENT COUNCILS** will be established in 34 additional states and in Puerto Rico and the U.S. Virgin Islands this year, Secretary of Agriculture **Edward Madigan** says. "We have been testing this concept in eight pilot states for nearly two years and the success has been tremendous," Madigan says. The councils bring federal, state and local government bodies together -- along with local business, education, health-care and labor representatives -- and they work together to promote economic development in rural communities. **Contact: Thom Rubel** (202) 720-4581.

**MONTHLY SUGAR ESTIMATES** -- USDA will issue monthly -- instead of quarterly -- supply and demand estimates for U.S. sugar starting March 11, Acting Assistant Secretary of Economics **Daniel A. Sumner** says. "Monthly estimates are being used to provide the public with timely information on the sugar situation," Sumner says. "The change responds to the industry's expressed interest in more frequent release of sugar information by USDA." **Contact: Raymond L. Bridge** (202) 720-5447.

**SEX SCENT RECRUITS BUGS** -- *Rescue*, the first commercial sex scent to attract beneficial insects to home gardens has hit the market. "The pheromone attracts spined soldier bugs into the area so they will be there to prey on pests," says USDA entomologist **Jeffrey R. Aldrich**. The yellow cone-shaped pieces of plastic contain a chemical replica of the sex scent, or pheromone, of the male spined soldier bug -- a beneficial insect that hunts and devours garden and shade tree pests. **Contact: Jeffrey R. Aldrich** (301) 504-8531.

**GREENHOUSE WARMING?** Not so fast, says USDA's chief meteorologist **Norton Strommen**, in the current issue of **National Geographic Research and Exploration** magazine. We know the earth has gone through periods of ice ages and warming, with no contribution one-way or another by humans. At one time the earth must have been considerably warmer than now -- and also was much cooler during the ice ages. But, the upshot is there is too much we don't know to have any certainty at this time about the contribution of greenhouse gases to either temperatures or rainfall and what that means to future food production, says Strommen. **Contact: Norton Strommen** (202) 720-9805



**CORN CONFERENCE** -- The National Corn Growers Association and CIBA-GEIGY Seed Division will hold their Corn Utilization Conference IV June 24-26 in St. Louis, Mo. Subjects to be addressed include starch-based polymer technology, potential for corn co-products, microbial fermentations, polymeric products and frontiers in processing of corn to products. **Contact: Ann Beirne** (314) 275-9915.

**AG OUTLOOK** -- While events in Central Europe and the former Soviet Union have held international center stage for the past two years, another part of the world -- known as the Horn of Africa -- is facing severe food shortages in the wake of civil war and drought. Poor natural resources and periodic drought make famine a perennial threat in Ethiopia, Sudan and Somalia. Over the past 20 years, chronic political instability has aggravated food shortage problems. **Contact: Barbara Claffey** (202) 219-1013.

**FEED OUTLOOK** -- Domestic feed grain use is projected to hit a new high at 186.7 million tons this year as a result of larger livestock inventories; lower wheat feeding this summer; and continued gains in food, seed and industrial uses, USDA economists say. The current record is 184 million tons set in 1987-88. Gains in domestic feed grain use will be nearly offset by a drop in projected exports of nearly 6 million tons from last year. **Contact: Tom Tice** (202) 219-0840.

**BELOW-AVERAGE STREAMFLOWS FORECAST** -- Much of the West may be facing another year of below-average streamflows, according to the latest outlook for the Western water supply by USDA's Soil Conservation Service. With only two months remaining during the usual snowpack accumulation phase of this season, very heavy snowfalls will be needed to overcome current shortages. As a result of low precipitation and snowpack, 1992 could be the sixth consecutive year of below-average streamflows for some areas of California, Oregon, Nevada, Utah, Wyoming, Idaho, Washington, Arizona, Colorado and Montana. **Contact: Ted Kupelian** (202) 720-5776.

**CORRECTION:** Last week's Farm Broadcasters Letter reported farm families would get broader health insurance coverage at less cost under President **George Bush's** health care plan. A farm family with \$35,000 in net farm income, paying \$6,000 a year for health insurance, currently saves \$420 in taxes. Under Bush's plan, they can deduct all of the \$6,000 and save \$1,680 (not \$4,680) in taxes. **Contact: Roger Runnigen** (202) 720-4623.

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## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1812 -- Maria Bynum** explores efforts to find new uses for old crops. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1294 --** Pizza for breakfast; hand-washing revisited; U.S. foods make it big in Asia; a food label poll; funky phrases and their origins. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS & FEATURES #1803 --** USDA News Highlights; dairy refund revisions; conservation tillage affects equipment makers; U.S. apples fruitful overseas. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1509 --** Fantastic fly; wonder weevil; tropical treasure hunt; Malaysian invasion; future fruits. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE --** Tues., March 10, crop/weather update; Wed., March 11, U.S. crop production, world ag supply and demand; Thurs., March 12, world ag/grain situation, world cotton situation, world oilseed situation; Fri., March 13, farm labor, sugar outlook; Mon., March 16, milk production; Tues., March 17, crop/weather update. (These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)

**DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

Material changed at 5 p.m., EST, each working day.

## FROM OUR TELEVISION NEWS SERVICE

**FEATURES -- DeBoria Janifer** reports on holly varieties; **Will Pemble** takes a look at bee temper testers.

**ACTUALITIES --** Secretary of Agriculture **Edward Madigan** in testimony before the Senate subcommittee on agriculture concerning the 1993 budget; USDA meteorologist **Norton Strommen** on weather and crops; USDA economist **Ed Allen** on wheat; USDA economist **Tom Tice** on feed; USDA economist **Jerry Stam** on ag income.

**UPCOMING FEATURES --** **Lynn Wyvill** takes a look at teaching children about food safety; **Pat O'Leary** reports on lawn landscaping; **DeBoria Janifer** reports on turf grass research.

**EVERY OTHER WEEK -- Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

*Available on Satellite Galaxy 6, Transponder 12D (Channel 23), audio 6.2 or 6.8:*

**Thursdays** from 7:30 - 7:45 p.m., EST, **Saturdays** from 10 - 10:45 a.m., EST, and **Mondays** from 8 - 8:45 a.m., EST.

## OFFMIKE

**SOUTH EAST IOWA...**Farmer of the Year will be chosen and recognized at a banquet during National Agriculture Week, says **Mike Buchanan** (KBIZ, Ottumwa, Iowa). Mike says the program brings together city and rural people on March 19 at Ottumwa's Parkview Plaza Hotel. A slide presentation will review the farmer's accomplishments. A plaque and color photo of the farm will be presented. Mike says the program is widely supported and the ballroom is expected to be packed for the event. Does your station have a special program or project during National Agriculture Week, March 15-21, or on National Agriculture Day, March 20? Let us know and we'll share some of them.

**WHEAT ACREAGE...**in Arkansas is down 10 per cent from last year's total to 900,000 acres, says **Stewart Doan** (ARN Agriculture, Little Rock, Ark.). Wheat farmers in the state have experienced two consecutive poor crops. But prices reaching 11-year highs have wheat producers in an optimistic mood.

**I'M LIVING OUT OF A SUITCASE...**says **Valerie Parks** (ABN Radio/TV, Columbus, Ohio). She's on the road during January, February and March attending national trade shows, filing radio reports and shooting TV segments for the network.

### ***Farm Broadcasters Letter***



Office of Public Affairs  
Radio-TV Division  
U.S. Department of Agriculture  
Washington, D.C. 20250-1300

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**AG RESEARCH PROJECTS...**are being coordinated by **Colleen Callahan** (WMBD, Peoria, Ill.) at the Illinois Central College campus. Her station co-sponsors the projects, which involve over 60 students growing hybrid corn and soybeans. Awards are presented in December at the Greater Peoria Farm Show. Colleen says there has been good response to the "Fields of the Future" program from the college, students and advertisers.

**THE BENEFITS OF FARM RADIO...**is the topic of a speech **Walt Shaw** (KRAK, Sacramento, Calif.) will give next month in Napa, Calif., at the Northern California regional meeting of the Radio-Television News Directors Association. Walt says several station program directors will be in attendance and he hopes to recruit them to farm broadcasting. Walt says water from the Central Valley Project to farmers has been stopped. He's covering farmer reaction.

**VIC POWELL**

Chief, Radio and TV Division